Convention & Visitor Bureaus Report FY 2012 Q1 Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality

Review Status Symbo	ols Legend		
First Column:			
Strategy Status: * Ahea	ad of Plan O On Tra	ck 🛭 Behind P	lan 🗶 Off Track 🖈 Change
Tactic Start Status: O	Started on Time 🛭 🛇	Started Late	Incomplete
Second Column:			
Strategy Trend: † Ge	tting Better → Stayi	ing the Same	♣ Getting Worse
Tactic Current Status:	On Track	hind Plan 🌘 C	Off Track
Third Column:			
Strategy Future Concern	n: Low Concer	n M Medium C	Concern H High Concern
Tactic Final Status:	Completed on Time	e 🛇 Completed	Late Incomplete
√ Completed •	On Hold	× Cancelled	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.1.1.1.8: Big Sky CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Marne Hayes	?	?	?
1.1.1.1.8.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Marne Hayes	?	?	
1.1.1.1.9: Billings CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Joan Kronebusch	*	1	L
1.1.1.1.9.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Joan Kronebusch	0	0	
1.1.1.1.9.4: With the creation of the Billings TBID we have more funds for public and private partnerships.	Tactic	Joan Kronebusch	0	0	
1.1.1.1.10: Bozeman CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	Ø	Jim Robbins	?	?	?
1.1.1.1.11: Butte CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Cindy Perdue Dolan	?	?	?
1.1.1.1.11.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Cindy Perdue Dolan	?	?	
1.1.1.1.1.1: Philipsburgh, Gold West and the Butte CVB is cooping on a television campaign to 1.2 mil. households in Spokane, Id, NW Mt and Wash. Arranging the coop and production started in 11/08 with the the ads running 7/09 to 7/10.	Tactic	Cindy Perdue Dolan	?	?	
1.1.1.1.1.15: I approached the local attractions about joining forces to sell one ticket to all attractions. It is called the Adventure pass. The att. all offered a discount of at least 30% and the CVB put it together. printing the passes and marketing them.	Tactic	Cindy Perdue Dolan			~
1.1.1.1.12: Flathead CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Diane Medler			✓
1.1.1.1.12.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Diane Medler			✓
1.1.1.1.13: Great Falls CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	MIriam Martinson	?	?	?
1.1.1.1.13.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	MIriam Martinson		?	
1.1.1.1.14: Helena CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Mike Mergenthaler	?	?	?
1.1.1.1.14.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Mike Mergenthaler	?	?	
1.1.1.1.15: Miles City CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	John Laney	?	?	?
1.1.1.1.15.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	John Laney	0	?	
1.1.1.1.16: Missoula CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Barbara Ann Neilan	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.1.1.1.16.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand	Tactic	Barbara Ann Neilan	?	?	
1.1.1.1.17: West Yellowstone CVB expand public-private marketing partnerships with tourism busines and attractions in publicity, web marketing, advertising, publications, and other promotions.		Marysue Costello	?	?	?
1.1.1.1.17.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand	I. Tactic	Marysue Costello			✓
1.1.1.1.7.2: Expand public-private partnerships for product development and maintenance	Tactic	Marysue Costello			✓
1.1.1.1.1.7.3: Garner private support to maintain & expand cross country ski, snowshoe & snowmob trail systems.	oile Tactic	Marysue Costello			✓
1.1.1.1.18: Whitefish CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Jan Metzmaker	*	t	L
1.1.1.1.1.8.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand	I. Tactic	Jan Metzmaker	0	?	
1.1.1.1.19: Havre CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Debbie A Vandeberg	?	?	?
1.1.1.1.19.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand	I. Tactic	Debbie A Vandeberg	?	?	
1.1.1.2.8: Big Sky CVB continue winter marketing, promoting Montana as a superb destination for skiil snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking "snow experience".	ng,	Marne Hayes	?	?	?
1.1.1.2.8.1: Based on market research, accentuate images and messages that appeal to each wint target market segment.	er <i>Tactic</i>	Marne Hayes	0	?	
1.1.1.2.8.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Marne Hayes			×
1.1.1.2.9: Billings CVB continue winter marketing, promoting Montana as a superb destination for skiir snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking "snow experience".		Joan Kronebusch	0	→	~
1.1.1.2.9.1: Based on market research, accentuate images and messages that appeal to each wint target market segment.	er <i>Tactic</i>	Joan Kronebusch	0	\otimes	
1.1.1.2.9.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Joan Kronebusch	0	0	
1.1.1.2.10: Bozeman CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Jim Robbins			~
1.1.1.2.10.1: Based on market research, accentuate images and messages that appeal to each wir target market segment.	nter Tactic	Jim Robbins			✓
1.1.1.2.10.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	ie Tactic	Jim Robbins			~
1.1.1.2.10.3: Increase nonresident visitation in winter season (Q1) by 15% by 2012.	Tactic	Jim Robbins			/
1.1.1.2.11: Butte CVB continue winter marketing, promoting Montana as a superb destination for skiin snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking "snow experience".	g, a O	Cindy Perdue Dolan	?	?	?
1.1.1.2.11.1: Based on market research, accentuate images and messages that appeal to each wir target market segment.	nter Tactic	Cindy Perdue Dolan	?	?	
1.1.1.2.11.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Cindy Perdue Dolan	?	?	
1.1.1.2.11.5: Joint Venture with Travel MT with madden winter insert. then market to the leads generated from this insert.	Tactic	Cindy Perdue Dolan			✓
1.1.1.2.12: Flathead CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Diane Medler			~
1.1.1.2.12.1: Based on market research, accentuate images and messages that appeal to each wir target market segment.	nter Tactic	Diane Medler			✓
1.1.1.2.12.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Diane Medler	0	?	
1.1.1.2.13: Great Falls CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	MIriam Martinson	?	?	?
1.1.1.2.13.1: Based on market research, accentuate images and messages that appeal to each wir target market segment.	nter Tactic	MIriam Martinson	?	?	
1.1.1.2.13.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	ie Tactic	MIriam Martinson	?	?	
1.1.1.2.14: Helena CVB continue winter marketing, promoting Montana as a superb destination for ski snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking		Mike Mergenthaler	?	?	?
"snow experience". 1.1.1.2.14.1: Based on market research, accentuate images and messages that appeal to each wir target market segment.	nter Tactic	Mike Mergenthaler	?	?	
1.1.2.14.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	ie Tactic	Mike Mergenthaler	?	?	
1.1.1.2.15: Miles City CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	John Laney	?	?	?
	_ +	John Longy	H		
1.1.1.2.15.1: Based on market research, accentuate images and messages that appeal to each wir target market segment.	Tactic Tactic	John Laney	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.1.1.2.16: Missoula CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Barbara Ann Neilan	?	?	?
1.1.1.2.16.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.2.16.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.2.17: West Yellowstone CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Marysue Costello	?	?	?
1.1.1.2.17.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Marysue Costello			\
1.1.1.2.17.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Marysue Costello			✓
1.1.1.2.18: Whitefish CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Jan Metzmaker	*	t	L
1.1.1.2.18.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Jan Metzmaker	0	?	
1.1.1.2.18.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Jan Metzmaker	0	?	
1.1.1.2.19: Havre CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Debbie A Vandeberg			X
1.1.1.2.19.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Debbie A Vandeberg	?	?	
1.1.1.2.19.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Debbie A Vandeberg	?	?	
1.1.1.3.7: Big Sky CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Marne Hayes	?	?	?
1.1.1.3.7.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Marne Hayes	?	?	
1.1.1.3.7.2: Report bookings received by Montana industry participants.	Tactic	Marne Hayes	?	?	
1.1.1.3.8: Billings CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Joan Kronebusch	8	→	L
1.1.1.3.8.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Joan Kronebusch	0	8	
1.1.1.3.8.2: Report bookings received by Montana industry participants.	Tactic	Joan Kronebusch			×
1.1.1.3.9: Bozeman CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Jim Robbins			×
1.1.1.3.9.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Jim Robbins		?	
1.1.1.3.9.2: Report bookings received by Montana industry participants.	Tactic	Jim Robbins			✓
1.1.1.3.9.3: Cooperative travel show presentation	Tactic	Jim Robbins	?	?	
1.1.1.3.10: Butte CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Cindy Perdue Dolan	?	?	?
1.1.1.3.10.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Cindy Perdue Dolan	?	?	
1.1.1.3.10.2: Report bookings received by Montana industry participants. 1.1.1.3.11: Flathead CVB attend consumer travel shows that target specific high value, low impact	Tactic	Cindy Perdue Dolan Diane Medler	?	?	_
markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal). 1.1.1.3.11.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and	0	Diane Medler			~
attractions, and share leads.	Tactic	Diane Medler			\
1.1.1.3.11.2: Report bookings received by Montana industry participants. 1.1.1.3.12: Great Falls CVB attend consumer travel shows that target specific high value, low impact	Tactic	MIriam Martinson			Х
markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0				•
1.1.1.3.12.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	MIriam Martinson			X
1.1.1.3.12.2: Report bookings received by Montana industry participants.	Tactic	MIriam Martinson		•	X
1.1.1.3.13: Helena CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Mike Mergenthaler	?	?	?
1.1.1.3.13.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Mike Mergenthaler	?	?	
1.1.1.3.13.2: Report bookings received by Montana industry participants.	Tactic	Mike Mergenthaler	?	?	
1.1.1.3.14: Miles City CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	John Laney	?	?	?
1.1.1.3.14.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	John Laney	?	?	
1.1.1.3.14.2: Report bookings received by Montana industry participants.	Tactic	John Laney	?	?	
1.1.1.3.15: Missoula CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Barbara Ann Neilan	?	?	?
1.1.1.3.15.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.3.15.2: Report bookings received by Montana industry participants.	Tactic	Barbara Ann Neilan	?	?	

	Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
	1.1.3.16: West Yellowstone CVB attend consumer travel shows that target specific high value, low	0	Marysue Costello	?	?	?
ın	npact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal). 1.1.1.3.16.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Marysue Costello			/
	1.1.1.3.16.2: Report bookings received by Montana industry participants.	Tactic	Marysue Costello			×
	.1.1.3.17: Whitefish CVB attend consumer travel shows that target specific high value, low impact larkets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Jan Metzmaker	?	?	?
	1.1.1.3.17.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Jan Metzmaker			✓
	1.1.1.3.17.2: Report bookings received by Montana industry participants.	Tactic	Jan Metzmaker			X
	.1.1.3.18: Havre CVB attend consumer travel shows that target specific high value, low impact markets. isseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Debbie A Vandeberg			6
	1.1.1.3.18.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Debbie A Vandeberg	?	?	
	1.1.1.3.18.2: Report bookings received by Montana industry participants.	Tactic	Debbie A Vandeberg	?	?	
	.1.1.5.8: Big Sky CVB enhance tracking and reporting of results and return on investment (ROI) from late, regional, and CVB advertising efforts.	0	Marne Hayes	?	?	?
	1.1.1.5.8.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Marne Hayes	?	?	
	1.1.1.5.8.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Marne Hayes	?	?	
	1.1.1.5.8.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Marne Hayes	?	?	
	1.1.1.5.8.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Marne Hayes			>
	1.1.1.5.8.5: Report results of research to Strategic Plan stakeholders.	Tactic	Marne Hayes			×
	.1.1.5.9: Billings CVB enhance tracking and reporting of results and return on investment (ROI) from tate, regional, and CVB advertising efforts.	0	Joan Kronebusch	?	?	?
	1.1.1.5.9.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Joan Kronebusch	0	?	
	1.1.1.5.9.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Joan Kronebusch	0	?	
	1.1.1.5.9.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Joan Kronebusch	0	?	
	1.1.1.5.9.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Joan Kronebusch	0	?	
	1.1.1.5.9.5: Report results of research to Strategic Plan stakeholders.	Tactic	Joan Kronebusch	0	?	
	.1.1.5.10: Bozeman CVB enhance tracking and reporting of results and return on investment (ROI) from tate, regional, and CVB advertising efforts.	0	Jim Robbins	?	?	?
	1.1.1.5.10.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Jim Robbins			✓
	1.1.1.5.10.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Jim Robbins			✓
	1.1.1.5.10.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Jim Robbins	0	?	
	1.1.1.5.10.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Jim Robbins			/
	1.1.1.5.10.5: Report results of research to Strategic Plan stakeholders.	Tactic	Jim Robbins			~
	.1.1.5.11: Butte CVB enhance tracking and reporting of results and return on investment (ROI) from tate, regional, and CVB advertising efforts.	0	Cindy Perdue Dolan	?	?	?
	1.1.1.5.11.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Cindy Perdue Dolan	?	?	
	1.1.1.5.11.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Cindy Perdue Dolan	?	?	
	1.1.1.5.11.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Cindy Perdue Dolan	?	?	
	1.1.1.5.11.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Cindy Perdue Dolan	?	?	
	1.1.1.5.11.5: Report results of research to Strategic Plan stakeholders.	Tactic	Cindy Perdue Dolan	?	?	
	.1.1.5.12: Flathead CVB enhance tracking and reporting of results and return on investment (ROI) from tate, regional, and CVB advertising efforts.	0	Diane Medler			✓
	1.1.1.5.12.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Diane Medler			✓
	1.1.1.5.12.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Diane Medler			×
	1.1.1.5.12.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Diane Medler			×
	1.1.1.5.12.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Diane Medler			×

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.1.1.5.12.5: Report results of research to Strategic Plan stakeholders.	Tactic	Diane Medler			×
1.1.1.5.13: Great Falls CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	MIriam Martinson	?	?	?
1.1.1.5.13.1: Respond to consumer inquiries with Montana information, and maintain databases of	Tactic	MIriam Martinson	0	?	
inquiries by date, source code, and interest. 1.1.1.5.13.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	MIriam Martinson	_		×
1.1.1.5.13.3: Obtain monthly lodging tax collection reports, to observe results from specific campaign and efforts, and use the information to improve future ROI.	s Tactic	MIriam Martinson			×
1.1.1.5.13.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	MIriam Martinson	0	?	
1.1.1.5.13.5: Report results of research to Strategic Plan stakeholders.	Tactic	MIriam Martinson		?	
1.1.1.5.14: Helena CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Mike Mergenthaler	?	?	?
1.1.1.5.14.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Mike Mergenthaler	?	?	
1.1.1.5.14.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Mike Mergenthaler	?	?	
1.1.1.5.14.3: Obtain monthly lodging tax collection reports, to observe results from specific campaign and efforts, and use the information to improve future ROI.	s Tactic	Mike Mergenthaler	?	?	
1.1.1.5.14.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Mike Mergenthaler	?	?	
1.1.1.5.14.5: Report results of research to Strategic Plan stakeholders 1.1.1.5.15: Miles City CVB enhance tracking and reporting of results and return on investment (ROI) fro	Tactic	Mike Mergenthaler John Laney	?	?	?
state, regional, and CVB advertising efforts. 1.1.1.5.15.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	John Laney	?	?	
1.1.1.5.15.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	John Laney	?	?	
1.1.1.5.15.3: Obtain monthly lodging tax collection reports, to observe results from specific campaign and efforts, and use the information to improve future ROI.	S Tactic	John Laney	?	?	
1.1.1.5.15.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	John Laney	?	?	
1.1.1.5.15.5: Report results of research to Strategic Plan stakeholders	Tactic	John Laney	?	?	
1.1.1.5.16: Missoula CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Barbara Ann Neilan	?	?	?
1.1.1.5.16.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.5.16.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.5.16.3: Obtain monthly lodging tax collection reports, to observe results from specific campaign and efforts, and use the information to improve future ROI.	S Tactic	Barbara Ann Neilan	?	?	
1.1.1.5.16.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Barbara Ann Neilan	?	?	
1.1.1.5.16.5: Report results of research to Strategic Plan stakeholders.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.5.17: West Yellowstone CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Marysue Costello	?	?	?
1.1.1.5.17.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Marysue Costello			~
1.1.1.5.17.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Marysue Costello			~
1.1.1.5.17.3: Obtain monthly lodging tax collection reports, to observe results from specific campaign and efforts, and use the information to improve future ROI.	S Tactic	Marysue Costello			~
1.1.1.5.17.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Marysue Costello			~
1.1.1.5.17.5: Report results of research to Strategic Plan stakeholders.	Tactic	Marysue Costello			✓
1.1.1.5.18: Whitefish CVB enhance tracking and reporting of results and return on investment (ROI) fror state, regional, and CVB advertising efforts.	0	Jan Metzmaker	0	?	?
1.1.1.5.18.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Jan Metzmaker	0	?	
1.1.1.5.18.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Jan Metzmaker	•	?	
1.1.1.5.18.3: Obtain monthly lodging tax collection reports, to observe results from specific campaign and efforts, and use the information to improve future ROI.	s Tactic	Jan Metzmaker	0	?	
1.1.1.5.18.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Jan Metzmaker			✓-
1.1.1.5.18.5: Report results of research to Strategic Plan stakeholders.	Tactic	Jan Metzmaker			✓
1.1.1.5.19: Havre CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Debbie A Vandeberg	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.1.1.5.19.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Debbie A Vandeberg	?	?	
1.1.1.5.19.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Debbie A Vandeberg	?	?	
1.1.1.5.19.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Debbie A Vandeberg	?	?	
1.1.1.5.19.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Debbie A Vandeberg	?	?	
1.1.1.5.19.5: Report results of research to Strategic Plan stakeholders.	Tactic	Debbie A Vandeberg	?	?	
1.1.2.1.1: Big Sky CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Marne Hayes	?	?	?
1.1.2.1.1.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Marne Hayes	?	?	
1.1.2.1.1.2: Update appropriate listings on Montanameetings.com.	Tactic	Marne Hayes	?	?	
1.1.2.1.1.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and	Tactic	Marne Hayes	?	?	
universities to assist with group and event recruitment. 1.1.2.1.2: Billings CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Joan Kronebusch	?	?	?
1.1.2.1.2.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Joan Kronebusch	•	?	
1.1.2.1.2.2: Update appropriate listings on montanameetings.com.	Tactic	Joan Kronebusch	0	?	
1.1.2.1.2.3: Continue the 'Invite-a- Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Joan Kronebusch	•	?	
1.1.2.1.3: Bozeman CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Jim Robbins	?	?	?
1.1.2.1.3.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Jim Robbins	•	?	
1.1.2.1.3.2: Update appropriate listings on montanameetings.com.	Tactic	Jim Robbins			×
1.1.2.1.3.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Jim Robbins			X
1.1.2.1.4: Butte CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Cindy Perdue Dolan	?	?	?
1.1.2.1.4.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Cindy Perdue Dolan	?	?	
1.1.2.1.4.2: Update appropriate listings on montanameetings.com.	Tactic	Cindy Perdue Dolan	?	?	
1.1.2.1.4.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Cindy Perdue Dolan	?	?	
1.1.2.1.5: Flathead CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Diane Medler			~
1.1.2.1.5.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Diane Medler			~
1.1.2.1.5.2: Update appropriate listings on montanameetings.com.	Tactic	Diane Medler			~
1.1.2.1.5.3: Continue the 'Invite-a- Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Diane Medler			✓
1.1.2.1.6: Great Falls CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	MIriam Martinson	?	?	?
1.1.2.1.6.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	MIriam Martinson	?	?	
1.1.2.1.6.2: Update appropriate listings on montanameetings.com.	Tactic	MIriam Martinson	?	?	
1.1.2.1.6.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	MIriam Martinson	?	?	
1.1.2.1.7: Helena CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Mike Mergenthaler	?	?	?
1.1.2.1.7.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Mike Mergenthaler	?	?	
1.1.2.1.7.2: Update appropriate listings on montanameetings.com.	Tactic	Mike Mergenthaler	?	?	
1.1.2.1.7.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Mike Mergenthaler	?	?	
1.1.2.1.8: Miles City CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association	0	John Laney	?	?	?
International (DMAI) and/or the Western Association of CVBs (WACVB).		John Laney	?	?]
International (DMAI) and/or the Western Association of CVBs (WACVB). 1.1.2.1.8.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	John Zanoy			
1.1.2.1.8.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.1.1.2.1.8.2: Update appropriate listings on montanameetings.com.	Tactic Tactic	John Laney	?	?	
1.1.2.1.8.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.		•		?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).					
1.1.2.1.9.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.1.9.2: Update appropriate listings on montanameetings.com.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.1.9.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.1.10: West Yellowstone CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to MT, using standards and resources of the Destination Marketing Association Internationa (DMAI) and/or the Western Association of CVBs (WACVB).	0	Marysue Costello	?	?	?
1.1.2.1.10.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Marysue Costello			~
1.1.2.1.10.2: Update appropriate listings on montanameetings.com.	Tactic	Marysue Costello			\
1.1.2.1.10.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Marysue Costello			1
1.1.2.1.11: Whitefish CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Jan Metzmaker	?	?	?
1.1.2.1.11.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Jan Metzmaker		?	
1.1.2.1.11.2: Update appropriate listings on montanameetings.com.	Tactic	Jan Metzmaker			×
1.1.2.1.11.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and	Tactic	Jan Metzmaker			×
universities to assist with group and event recruitment. 1.1.2.1.12: Havre CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Debbie A Vandeberg			•
1.1.2.1.12.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Debbie A Vandeberg	?	?	
1.1.2.1.12.2: Update appropriate listings on montanameetings.com.	Tactic	Debbie A Vandeberg	?	?	-
1.1.2.1.12.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and		Debbie A Vandeberg		•	\vdash
universities to assist with group and event recruitment. 1.1.2.2.8: Big Sky CVB work with local sports groups/clubs to attract regional and national sports	Tactic	Marne Hayes	?	?	?
competitions in off-peak seasons.	0	manio riayoo	Ė		
1.1.2.2.8.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Marne Hayes	?	?	
1.1.2.2.8.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	Marne Hayes	?	?	
possibilities for events to be hosted in Montana. 1.1.2.2.9: Billings CVB work with local sports groups/clubs to attract regional and national sports	0	Joan Kronebusch	?	?	?
competitions in off-peak seasons. 1.1.2.2.9.1: Identify opportunities to use existing facilities to host sports competitions (stadiums,	_	Joan Kronebusch	_	_	
general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic)	?	
1.1.2.2.9.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Joan Kronebusch	0	?	
1.1.2.2.10: Bozeman CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Jim Robbins	?	?	?
1.1.2.2.10.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Jim Robbins	•	?	
1.1.2.2.10.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Jim Robbins		?	
1.1.2.2.11: Butte CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Cindy Perdue Dolan	?	?	?
1.1.2.2.11.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Cindy Perdue Dolan			~
1.1.2.2.11.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Cindy Perdue Dolan	0	?	
1.1.2.2.12: Flathead CVB work with local sports groups/clubs to attract regional and national sports	0	Diane Medler			~
competitions in off-peak seasons. 1.1.2.2.12.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf	Tactic	Diane Medler			_
courses, downhill/XC ski facilities, etc.). 1.1.2.2.12.2: Work with local sports clubs to contact sports associations or federations and explore	Tastis	Diane Medler			_
possibilities for events to be hosted in Montana. 1.1.2.2.13: Great Falls CVB work with local sports groups/clubs to attract regional and national sports	Tactic	MIriam Martinson	?	?	?
competitions in off-peak seasons.	0		Ľ	L.	L.
1.1.2.2.13.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	MIriam Martinson	0	?	
1.1.2.2.13.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	MIriam Martinson	?	?	
1.1.2.2.14: Helena CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Mike Mergenthaler	?	?	?
1.1.2.2.14.1: Identify opportunities to use existing facilities to host sports competitions (stadiums,	Tactic	Mike Mergenthaler	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revie	ew S	tatus
general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf	Otatao				
courses, downhill/XC ski facilities, etc.). 1.1.2.2.14.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Mike Mergenthaler	?	?	
1.1.2.2.15: Miles City CVB work with local sports groups/clubs to attract regional and national sports	0	John Laney	?	?	?
competitions in off-peak seasons. 1.1.2.2.15.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf	Tactic	John Laney	?	?	
courses, downhill/XC ski facilities, etc.). 1.1.2.2.15.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	John Laney	?	?	
1.1.2.2.16: Missoula CVB work with local sports groups/clubs to attract regional and national sports	0	Barbara Ann Neilan	?	?	?
competitions in off-peak seasons. 1.1.2.2.16.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Barbara Ann Neilan	?	?	
1.1.2.2.16.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.2.17: West Yellowstone CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Marysue Costello	?	?	?
1.1.2.2.17.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Marysue Costello			~
1.1.2.2.17.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Marysue Costello			~
1.1.2.2.18: Whitefish CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Jan Metzmaker	?	?	?
1.1.2.2.18.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Jan Metzmaker			×
1.1.2.2.18.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Jan Metzmaker			×
1.1.2.2.19: Havre CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Debbie A Vandeberg	?	?	?
1.1.2.2.19.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Debbie A Vandeberg	?	?	
1.1.2.2.19.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Debbie A Vandeberg	?	?	
1.1.2.4.8: Big Sky CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Marne Hayes	?	?	?
1.1.2.4.8.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Marne Hayes	?	?	
1.1.2.4.8.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.8.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets	Tactic	Marne Hayes Marne Hayes	?	?	
and seasons. 1.1.2.4.9: Billings CVB target travel media to increase the visibility of Montana as a leisure travel	Tactic	Joan Kronebusch	?	?	
destination. Proactively pitch Montana press releases and story ideas to travel media.	0				•
1.1.2.4.9.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.9.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Joan Kronebusch Joan Kronebusch	Q	?	
1.1.2.4.9.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets	Tactic	Joan Kronebusch	Ŏ	?	
and seasons.	Tactic		O	?	_
1.1.2.4.10: Bozeman CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Jim Robbins	?	?	?
1.1.2.4.10.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Jim Robbins	Q	?	
1.1.2.4.10.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Jim Robbins		?	
1.1.2.4.10.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Jim Robbins	\otimes	?	
1.1.2.4.11: Butte CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Cindy Perdue Dolan	?	?	?
1.1.2.4.11.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Cindy Perdue Dolan	?	?	
1.1.2.4.11.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.11.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets	Tactic	Cindy Perdue Dolan Cindy Perdue Dolan			
and seasons.	Tactic	•	?	?	
1.1.2.4.12: Flathead CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Diane Medler	?	?	?
1.1.2.4.12.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Diane Medler			✓
1.1.2.4.12.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Diane Medler			√
1.1.2.4.12.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Diane Medler		?	
1.1.2.4.13: Great Falls CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	MIriam Martinson	?	?	?
1.1.2.4.13.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	MIriam Martinson	?	?	
1.1.2.4.13.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	MIriam Martinson	?	?	
1.1.2.4.13.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets	Tactic	MIriam Martinson	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
and seasons.					
1.1.2.4.14: Helena CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Mike Mergenthaler	?	?	?
1.1.2.4.14.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.14.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic Tactic	Mike Mergenthaler Mike Mergenthaler	?	?	
1.1.2.4.14.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Mike Mergenthaler	?	?	
1.1.2.4.15: Miles City CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	John Laney	?	?	?
1.1.2.4.15.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	John Laney	?	?	
1.1.2.4.15.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	John Laney	?	?	
1.1.2.4.15.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	John Laney	?	?	
1.1.2.4.16: Missoula CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Barbara Ann Neilan	?	?	?
1.1.2.4.16.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.16.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic Tactic	Barbara Ann Neilan Barbara Ann Neilan	?	?	\vdash
1.1.2.4.16.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets		Barbara Ann Neilan			\vdash
and seasons. 1.1.2.4.17: West Yellowstone CVB target travel media to increase the visibility of Montana as a leisure	Tactic	Marysue Costello	?	?	?
travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0		-	-	
1.1.2.4.17.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Marysue Costello			~
1.1.2.4.17.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Marysue Costello			✓
1.1.2.4.17.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Marysue Costello			1
1.1.2.4.18: Whitefish CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Jan Metzmaker	*	†	L
1.1.2.4.18.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Jan Metzmaker	O	?	
1.1.2.4.18.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Jan Metzmaker			X
1.1.2.4.18.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Jan Metzmaker			✓
1.1.2.4.19: Havre CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Debbie A Vandeberg		?	?
1.1.2.4.19.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Debbie A Vandeberg		?	ш
1.1.2.4.19.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Debbie A Vandeberg		?	\vdash
1.1.2.4.19.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Debbie A Vandeberg	· ·	?	
1.1.2.5.8: Big Sky CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Marne Hayes	?	?	?
1.1.2.5.8.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Marne Hayes	?	?	
1.1.2.5.8.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Marne Hayes	?	?	
1.1.2.5.9: Billings CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Joan Kronebusch	?	?	?
1.1.2.5.9.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Joan Kronebusch		?	
1.1.2.5.9.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Joan Kronebusch	0	?	
1.1.2.5.10: Bozeman CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Jim Robbins	?	?	?
1.1.2.5.10.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Jim Robbins		?	
1.1.2.5.11: Butte CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Cindy Perdue Dolan	?	?	?
1.1.2.5.11.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Cindy Perdue Dolan			X
1.1.2.5.11.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Cindy Perdue Dolan			✓
1.1.2.5.12: Flathead CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Diane Medler	?	?	?
1.1.2.5.12.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.12.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.12.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Diane Medler	•	?	
1.1.2.5.12.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Diane Medler	0	?	
1.1.2.5.13: Great Falls CVB to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.13.1: Promote Montana as an off-peak season destination for group/packaged educational and	0	MIriam Martinson	?	?	?
experiential tours. 1.1.2.5.13.2: Focus on tour operators from the National Tour Association, American Bus Association,	Tactic	MIriam Martinson MIriam Martinson	?	?	
and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic		?	?	2
1.1.2.5.14: Helena CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Mike Mergenthaler	?	?	?
1.1.2.5.14.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.14.2: Focus on tour operators from the National Tour Association, American Bus Association,	Tactic	Mike Mergenthaler	?	?	<u> </u>
and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Mike Mergenthaler	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.1.2.5.15: Miles City CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	John Laney	?	?	?
1.1.2.5.15.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	John Laney	?	?	
1.1.2.5.15.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	John Laney	?	?	
1.1.2.5.16: Missoula CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Barbara Ann Neilan	?	?	?
1.1.2.5.16.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.5.16.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.5.17: West Yellowstone CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Marysue Costello	?	?	?
1.1.2.5.17.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Marysue Costello			~
1.1.2.5.17.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Marysue Costello			✓
1.1.2.5.18: Whitefish CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Jan Metzmaker	?	?	?
1.1.2.5.18.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Jan Metzmaker			×
1.1.2.5.18.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Jan Metzmaker			X
1.1.2.5.19: Havre CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Debbie A Vandeberg	?	?	?
 1.1.2.5.19.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Debbie A Vandeberg	?	?	
1.1.2.5.19.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Debbie A Vandeberg	?	?	
1.1.3.2.8: Big Sky CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Marne Hayes	?	?	?
1.1.3.2.8.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Marne Hayes	?	?	
1.1.3.2.9: Billings CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Joan Kronebusch			•
1.1.3.2.9.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Joan Kronebusch		?	
1.1.3.2.10: Bozeman CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Jim Robbins	?	?	?
1.1.3.2.10.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Jim Robbins	0	?	
1.1.3.2.11: Butte CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Cindy Perdue Dolan	?	?	?
1.1.3.2.11.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Cindy Perdue Dolan	?	?	
1.1.3.2.12: Flathead CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Diane Medler			✓
1.1.3.2.12.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Diane Medler			✓
1.1.3.2.13: Great Falls CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	MIriam Martinson	?	?	?
1.1.3.2.13.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	MIriam Martinson	?	?	
1.1.3.2.14: Helena CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Mike Mergenthaler	?	?	?
1.1.3.2.14.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Mike Mergenthaler	?	?	
1.1.3.2.15: Miles City CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	John Laney	?	?	?
1.1.3.2.15.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	John Laney	?	?	
1.1.3.2.16: Missoula CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Barbara Ann Neilan	?	?	?
1.1.3.2.16.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Barbara Ann Neilan	?	?	
1.1.3.2.17: West Yellowstone CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Marysue Costello	?	?	?
1.1.3.2.17.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Marysue Costello			~
1.1.3.2.18: Whitefish CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Jan Metzmaker	*	t	L
1.1.3.2.18.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Jan Metzmaker	- 1		~

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.1.3.2.20: Havre CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	Ø	Debbie A Vandeberg	?	?	?
1.1.3.2.20.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Debbie A Vandeberg	?	?	
1.1.3.3.8: Big Sky CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Marne Hayes	?	?	?
1.1.3.3.9: Billings CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Joan Kronebusch	?	?	?
1.1.3.3.10: Bozeman CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners	0	Jim Robbins	?	?	?
1.1.3.3.11: Butte CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Cindy Perdue Dolan	?	?	?
1.1.3.3.12: Flathead CVB conduct educational workshops, presentations, and webinars to build	O	Diane Medler			1
marketing capacity and awareness, and showcase successes, among community and business partners 1.1.3.3.13: Great Falls CVB conduct educational workshops, presentations, and webinars to build	0	MIriam Martinson	?	?	?
marketing capacity and awareness, and showcase successes, among community and business partners 1.1.3.3.14: Helena CVB conduct educational workshops, presentations, and webinars to build marketing	0	Mike Mergenthaler	?	?	?
capacity and awareness, and showcase successes, among community and business partners. 1.1.3.3.15: Miles City CVB conduct educational workshops, presentations, and webinars to build	0	John Laney	?	?	?
marketing capacity and awareness, and showcase successes, among community and business partners 1.1.3.3.16: Missoula CVB conduct educational workshops, presentations, and webinars to build		Barbara Ann Neilan	?	?	?
marketing capacity and awareness, and showcase successes, among community and business partners 1.1.3.3.17: West Yellowstone CVB conduct educational workshops, presentations, and webinars to build		Marysue Costello	?	?	?
marketing capacity and awareness, and showcase successes, among community and business partners	. 0	,		•	Ŀ
1.1.3.3.18: Whitefish CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners	0	Jan Metzmaker	0	→	L
1.1.3.3.20: Havre CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Debbie A Vandeberg	?	?	?
1.1.4.3.8: Big Sky CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Marne Hayes	?	?	?
1.1.4.3.8.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Marne Hayes	?	?	
1.1.4.3.8.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Marne Hayes	?	?	
1.1.4.3.8.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Marne Hayes	?	?	
1.1.4.3.9: Billings CVB provide advanced training for Visitor Information Centers (VICs) in its area,	0	Joan Kronebusch	?	?	?
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.9.1: Encourage site/service managers to collaborate with each other to provide	Tactic	Joan Kronebusch			_
training/orientation, and to ensure that information provided to travelers is accurate and consistent. 1.1.4.3.9.2: VICs should coordinate hours/seasons of operation, and consolidate services where		Joan Kronebusch			*
possible. 1.1.4.3.9.3: MT VICs utilize training resources such as Montana Superhost and the National	Tactic	Joan Kronebusch			٧.
Association of Interpretation. 1.1.4.3.10: Bozeman CVB provide advanced training for Visitor Information Centers (VICs) in its area,	Tactic	Jim Robbins	?	?	?
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0		ſ	?	ŕ
1.1.4.3.10.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Jim Robbins	0	?	
1.1.4.3.10.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Jim Robbins	0	?	
1.1.4.3.10.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Jim Robbins	•	?	
1.1.4.3.11: Butte CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Cindy Perdue Dolan	?	?	?
1.1.4.3.11.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Cindy Perdue Dolan	?	?	
1.1.4.3.11.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Cindy Perdue Dolan	?	?	
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National	Tactic	Cindy Perdue Dolan			/
Association of Interpretation. 1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area,	0	Diane Medler			•
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.12.1: Encourage site/service managers to collaborate with each other to provide	Tactic	Diane Medler			_/
training/orientation, and to ensure that information provided to travelers is accurate and consistent. 1.1.4.3.12.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	Diane Medler			٠,
possible. 1.1.4.3.12.3: MT VICs utilize training resources such as Montana Superhost and the National		Diane Medler			*
Association of Interpretation. 1.1.4.3.13: Great Falls CVB provide advanced training for Visitor Information Centers (VICs) in its area,	Tactic	MIriam Martinson	?	?	?
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0				<u> </u>
1.1.4.3.13.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	MIriam Martinson	?	?	
1.1.4.3.13.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	MIriam Martinson	?	?	
1.1.4.3.13.3: . MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	MIriam Martinson	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.1.4.3.14: Helena CVB provide advanced training for Visitor Information Centers (VICs) in its area,	Oldinas	Mike Mergenthaler	?	?	?
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.14.1: Encourage site/service managers to collaborate with each other to provide	T	Mike Mergenthaler		_	+
training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	ŭ	?	?	<u> </u>
1.1.4.3.14.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Mike Mergenthaler	?	?	
1.1.4.3.14.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Mike Mergenthaler	?	?	
1.1.4.3.15: Miles City CVB provide advanced training for Visitor Information Centers (VICs) in its area,	0	John Laney	?	?	?
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.15.1: Encourage site/service managers to collaborate with each other to provide		John Laney		_	+
training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	,	?	?	<u> </u>
1.1.4.3.15.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	John Laney	?	?	
1.1.4.3.15.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	John Laney	?	?	
1.1.4.3.16: Missoula CVB provide advanced training for Visitor Information Centers (VICs) in its area,	0	Barbara Ann Neilan	?	?	?
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.16.1: Encourage site/service managers to collaborate with each other to provide		Barbara Ann Neilan		_	-
training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic		?	?	
1.1.4.3.16.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Barbara Ann Neilan	?	?	
1.1.4.3.16.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Barbara Ann Neilan	?	?	
1.1.4.3.17: West Yellowstone CVB provide advanced training for Visitor Information Centers (VICs) in its	0	Marysue Costello	?	?	?
area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.17.1: Encourage site/service managers to collaborate with each other to provide	_	Marysue Costello			-
training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	,			~
1.1.4.3.17.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Marysue Costello			~
1.1.4.3.17.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Marysue Costello			~
1.1.4.3.18: Whitefish CVB provide advanced training for Visitor Information Centers (VICs) in its area,	0	Jan Metzmaker	0	1	./
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.18.1: Encourage site/service managers to collaborate with each other to provide		Jan Metzmaker	~	•	*
training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic		O	?	<u> </u>
1.1.4.3.18.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Jan Metzmaker	О	?	
1.1.4.3.18.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Jan Metzmaker	0	?	
1.2.1.8: Big Sky CVB build awareness through publicity efforts about the new Montana Tourism Charter,		Marne Hayes	?	?	?
geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	O				
1.2.1.8.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being	Tactic	Marne Hayes	?	?	
addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks). 1.2.1.8.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	Tactic	Marne Hayes	?	?	+
build tourism awareness. 1.2.1.9: Billings CVB build awareness through publicity efforts about the new Montana Tourism Charter,	raciic	Joan Kronebusch	f	•	<u> </u>
geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging	0	Joan Monebusch			×
facility use taxes. 1.2.1.9.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being	<u> </u>	Joan Kronebusch	_		-
addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic		O	?	<u> </u>
1.2.1.9.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Joan Kronebusch	⊗	?	
1.2.1.10: Bozeman CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging	0	Jim Robbins	?	?	?
facility use taxes.	_				
1.2.1.10.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Jim Robbins	0	?	
1.2.1.10.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	Tactic	Jim Robbins		?	
build tourism awareness. 1.2.1.11: Butte CVB build awareness through publicity efforts about the new Montana Tourism Charter,	_	Cindy Perdue Dolan	?	?	?
geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0				
1.2.1.11.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being	Tactic	Cindy Perdue Dolan	?	?	
addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks). 1.2.1.11.2: Involve non-tourism groups in National Tourism Week activities, along with other events to		Cindy Perdue Dolan			+
build tourism awareness.	Tactic	,	?	?	₽
1.2.1.12: Flathead CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging	0	Diane Medler			~
facility use taxes. 1.2.1.12.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being	1 -	Diane Medler			Ļ.
addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic				~
1.2.1.12.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Diane Medler		?	
1.2.1.13: Great Falls CVB build awareness through publicity efforts about the new Montana Tourism	0	MIriam Martinson	?	?	?

Charter, geotourism, Louism's herefision's position, bustern and recreation partner instatives, and allocation of lodging fieldity use taxes. 1.2.1.1.3.1 Emphasize issues issues in the control of the	Objective, Strategy, or Tactic	Creation Status	Owner	Revie	ew S	Status
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Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
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1.2.2.12.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Diane Medler			✓
1.2.2.12.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Diane Medler			✓
1.2.2.13: Great Falls CVB provide concise, visual briefings and presentations to policy makers and business	0	MIriam Martinson	?	?	?
groups about Montana tourism issues and benefits.	0	Miriam Martinaan			
1.2.2.13.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	MIriam Martinson	?	?	
1.2.2.13.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	MIriam Martinson	?	?	
1.2.2.13.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	MIriam Martinson	?	?	
1.2.2.13.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	MIriam Martinson	?	?	
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.		NATI - NA			_
1.2.2.14: Helena CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Mike Mergenthaler	?	?	?
1.2.2.14.1: Distribute tourism data to local chambers of commerce and organization leaders to share with	Tactic	Mike Mergenthaler	?	?	
members, constituents and elected officials. 1.2.2.14.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Mike Mergenthaler	?	?	
1.2.2.14.3: Send e-mail communications to elected officials and MTRI agency directors.		Mike Mergenthaler	?	?	†
1.2.2.14.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Mike Mergenthaler	?	?	
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	ractic				
1.2.2.15: Miles City CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	John Laney	?	?	?
1.2.2.15.1: Distribute tourism data to local chambers of commerce and organization leaders to share with	Tactic	John Laney	?	?	
members, constituents and elected officials.		Inter Lance			
1.2.2.15.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	John Laney	?	?	
1.2.2.15.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	John Laney	?	?	├
1.2.2.15.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	John Laney	?	?	
1.2.2.16: Missoula CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Barbara Ann Neilan	?	?	?
1.2.2.16.1: Distribute tourism data to local chambers of commerce and organization leaders to share with	Tactic	Barbara Ann Neilan	?	?	
members, constituents and elected officials.		Dark and Assa Nation			
1.2.2.16.2: Conduct outreach at state, regional, and local meetings and events. 1.2.2.16.3: Send e-mail communications to elected officials and MTRI agency directors.		Barbara Ann Neilan Barbara Ann Neilan	?	?	-
1.2.2.16.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Barbara Ann Neilan	?	?	
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues. 1.2.2.17: West Yellowstone CVB provide concise, visual briefings and presentations to policy makers and	raciic	Manuala Castalla	?	?	?
business groups about Montana tourism issues and benefits.	0	Marysue Costello	f	ſ	ſ
1.2.2.17.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Marysue Costello			✓
1.2.2.17.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Marysue Costello			./
1.2.2.17.3: Send e-mail communications to elected officials and MTRI agency directors.		Marysue Costello			' /
1.2.2.17.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the		Marysue Costello			٧,
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic				~
1.2.2.18: Whitefish CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Jan Metzmaker	?	?	?
1.2.2.18.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Jan Metzmaker	0	?	
1.2.2.18.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Jan Metzmaker	Č	?	-
1.2.2.18.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Jan Metzmaker	_		./
1.2.2.18.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Jan Metzmaker			7
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues. 1.2.2.20: Havre CVB provide concise, visual briefings and presentations to policy makers and business	raciic	Dabbia A Vandabara	2	2	2
groups about Montana tourism issues and benefits.	0	Debbie A Vandeberg	?	?	f
1.2.2.20.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Debbie A Vandeberg	?	?	
1.2.2.20.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Debbie A Vandeberg	?	?	
1.2.2.20.3: Send e-mail communications to elected officials and MTRI agency directors.		Debbie A Vandeberg	?	?	\vdash
1.3.1.8: Big Sky CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on		Marne Hayes	?	?	?
public and private lands, and use technology to encourage recreation in appropriate areas.	0	,			Ĺ
1.3.1.8.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Marne Hayes	?	?	
1.3.1.8.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Marne Hayes	?	?	
1.3.1.8.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Marne Hayes	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.3.1.9: Billings CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Joan Kronebusch			•
1.3.1.9.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Joan Kronebusch			×
1.3.1.9.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Joan Kronebusch			>
1.3.1.9.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Joan Kronebusch	\otimes	?	
1.3.1.10: Bozeman CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Jim Robbins	?	?	?
1.3.1.10.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Jim Robbins		?	
1.3.1.10.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Jim Robbins	O	?	
1.3.1.10.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Jim Robbins		?	
1.3.1.11: Butte CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Cindy Perdue Dolan	?	?	?
1.3.1.11.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Cindy Perdue Dolan	?	?	
1.3.1.11.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.11.3: Include GPS coordinates on trail maps to assist visitors.	Tactic Tactic	Cindy Perdue Dolan Cindy Perdue Dolan	?	?	
1.3.1.113. Include GF3 coordinates on train maps to assist visitors. 1.3.1.12: Flathead CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities	raciic	Diane Medler	f		_
on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.12.1: Incorporate responsible use messages and geotourism ethics into tourism marketing	0	Diane Medler			•
publications and web sites by 2009.	Tactic			?	
1.3.1.12.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Diane Medler			\
1.3.1.12.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Diane Medler		?	
1.3.1.13: Great Falls CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	MIriam Martinson	?	?	?
1.3.1.13.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	MIriam Martinson	?	?	
1.3.1.13.2: Distribute responsible use materials at all visitor centers annually.	Tactic	MIriam Martinson	?	?	
1.3.1.13.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	MIriam Martinson	?	?	_
1.3.1.14: Helena CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.14.1: Incorporate responsible use messages and geotourism ethics into tourism marketing.	0	Mike Mergenthaler	?	?	?
publications and web sites by 2009.	Tactic	Mike Mergenthaler	?	?	
1.3.1.14.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.14.3: Include GPS coordinates on trail maps to assist visitors.	Tactic Tactic	Mike Mergenthaler Mike Mergenthaler	?	?	
1.3.1.14.3. Include GF3 Coolumnes of train maps to assist visitors. 1.3.1.15: Miles City CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	O	John Laney	?	?	?
1.3.1.15.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	John Laney	?	?	
1.3.1.15.2: Distribute responsible use materials at all visitor centers annually.	Tactic	John Laney	?	?	
1.3.1.15.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	John Laney	?	?	
1.3.1.16: Missoula CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Barbara Ann Neilan	?	?	?
1.3.1.16.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Barbara Ann Neilan	?	?	
1.3.1.16.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Barbara Ann Neilan	?	?	
1.3.1.16.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.17: West Yellowstone CVB educate Montana visitors, suppliers, and residents about ethics and	Tactic	Barbara Ann Neilan Marysue Costello	?	?	?
responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	ivial ysue Costello	f	f	, f
1.3.1.17.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Marysue Costello			X
1.3.1.17.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Marysue Costello			✓
1.3.1.17.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Marysue Costello			/
1.3.1.18: Whitefish CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Jan Metzmaker	8	→	М
1.3.1.18.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Jan Metzmaker	0	?	
1.3.1.18.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Jan Metzmaker			/
1.3.1.18.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Jan Metzmaker	∞	?	•
1.3.1.21: Havre CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Debbie A Vandeberg	?	?	?
1.3.1.21.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Debbie A Vandeberg	?	?	
1.3.1.21.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Debbie A Vandeberg	?	?	
1.3.1.21.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Debbie A Vandeberg	?	?	
1.3.2.8: Big Sky CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Marne Hayes	?	?	?
1.3.2.8.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	Tactic	Marne Hayes	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
appropriately aligned.					
1.3.2.8.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Marne Hayes	?	?	
1.3.2.9: Billings CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Joan Kronebusch			6
1.3.2.9.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Joan Kronebusch	8	?	
1.3.2.9.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Joan Kronebusch	\otimes	?	
1.3.2.10: Bozeman CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Jim Robbins	?	?	?
1.3.2.10.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	Tactic	Jim Robbins		?	
appropriately aligned. 1.3.2.10.2: Coordinate tourism marketing messages that incorporate an accurate and current status for such bits of the coordinate tourism the status for such bits of the coordinate tourism marketing messages that incorporate an accurate and current status for	Tactic	Jim Robbins	•	?	
availability of use, and appropriate types of recreation for public lands and related facilities. 1.3.2.11: Butte CVB coordinate local tourism marketing efforts with state/federal land management	0	Cindy Perdue Dolan	?	?	?
strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.11.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	Tactic	Cindy Perdue Dolan	?	?	
appropriately aligned. 1.3.2.11.2: Coordinate tourism marketing messages that incorporate an accurate and current status for	Tactic	Cindy Perdue Dolan	?	?	
availability of use, and appropriate types of recreation for public lands and related facilities. 1.3.2.12: Flathead CVB coordinate local tourism marketing efforts with state/federal land management	_	Diane Medler	ŕ	-	_
strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.12.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	0	Diane Medler			•
appropriately aligned. 1.3.2.12.2: Coordinate tourism marketing messages that incorporate an accurate and current status for	Tactic	Diane Medler			~
availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic			_	✓
1.3.2.13: Great Falls CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	MIriam Martinson	?	?	?
1.3.2.13.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	MIriam Martinson	?	?	
1.3.2.13.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	MIriam Martinson	?	?	
1.3.2.14: Helena CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Mike Mergenthaler	?	?	?
1.3.2.14.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Mike Mergenthaler	?	?	
1.3.2.14.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Mike Mergenthaler	?	?	
1.3.2.15: Miles City CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	John Laney	?	?	?
1.3.2.15.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	Tactic	John Laney	?	?	
appropriately aligned. 1.3.2.15.2: Coordinate tourism marketing messages that incorporate an accurate and current status for	Tactic	John Laney	?	?	
availability of use, and appropriate types of recreation for public lands and related facilities. 1.3.2.16: Missoula CVB coordinate local tourism marketing efforts with state/federal land management	0	Barbara Ann Neilan	?	?	?
strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.16.1: Identify capacity and maintenance challenges, and ensure that ourism marketing efforts are	Tactic	Barbara Ann Neilan	?	?	
appropriately aligned. 1.3.2.16.2: Coordinate tourism marketing messages that incorporate an accurate and current status for		Barbara Ann Neilan			
availability of use, and appropriate types of recreation for public lands and related facilities. 1.3.2.17: West Yellowstone CVB coordinate local tourism marketing efforts with state/federal land	Tactic	Marysue Costello	?	?	?
management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0				
1.3.2.17.1: Identify capacity and maintenance challenges, and ensure that ourism marketing efforts are appropriately aligned.	Tactic	Marysue Costello			✓
1.3.2.17.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Marysue Costello			~
1.3.2.18: Whitefish CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Jan Metzmaker	?	?	?
1.3.2.18.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Jan Metzmaker	0	?	
1.3.2.18.2: Coordinate tourism marketing messages that incorporate an accurate and current status for	Tactic	Jan Metzmaker	0	?	
availability of use, and appropriate types of recreation for public lands and related facilities. 1.3.2.21: Havre CVB coordinate local tourism marketing efforts with state/federal land management	0	Debbie A Vandeberg	?	?	?
strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.21.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	Tactic	Debbie A Vandeberg	?	?	
appropriately aligned. 1.3.2.21.2: Coordinate tourism marketing messages that incorporate an accurate and current status for	Tactic	Debbie A Vandeberg	?	?	
availability of use, and appropriate types of recreation for public lands and related facilities. 1.4.1.1.1: Big Sky CVB use local historial/cultural/tribal attractions as venues for conferences, events,	_	Marne Hayes	?	?	?
and educational seminars. 1.4.1.1.1.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as	0	Marne Hayes			
interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	,	?	?	
1.4.1.1.1.2: Use creative venue ideas for recruitment of conventions.	Tactic	Marne Hayes	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	iew S	tatus
1.4.1.1.2: Billings CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.		Joan Kronebusch	?	?	?
1.4.1.1.2.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Joan Kronebusch	•	?	
1.4.1.1.2.2: Use creative venue ideas for recruitment of conventions.	Tactic	Joan Kronebusch	0	?	
1.4.1.1.3: Bozeman CVB use local historial/cultural/tribal attractions as venues for conferences, events,	0	Jim Robbins	?	?	?
and educational seminars. 1.4.1.1.3.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and	Tactic	Jim Robbins	0	?	
revenue for those attractions/services. 1.4.1.1.3.2: Use creative venue ideas for recruitment of conventions.	T	Jim Robbins	_		
1.4.1.1.4. Butte CVB use local historial/cultural/tribal attractions as venues for conferences, events, and	Tactic	Cindy Perdue Dolan	?	?	?
educational seminars.	0	Ciridy i erade Dolair	:		
1.4.1.1.4.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Cindy Perdue Dolan	?	?	
1.4.1.1.4.2: Use creative venue ideas for recruitment of conventions.	Tactic	Cindy Perdue Dolan			✓
1.4.1.1.5: Flathead CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Diane Medler			\circ
1.4.1.1.5.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Diane Medler			~
1.4.1.1.5.2: Use creative venue ideas for recruitment of conventions.	Tactic	Diane Medler	0	?	
1.4.1.1.6: Great Falls CVB use local historial/cultural/tribal attractions as venues for conferences, events and educational seminars.	0	MIriam Martinson	?	?	?
1.4.1.1.6.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	MIriam Martinson	?	?	
1.4.1.1.6.2: Use creative venue ideas for recruitment of conventions.	Tactic	MIriam Martinson	?	?	
1.4.1.1.7: Helena CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Mike Mergenthaler	?	?	?
1.4.1.1.7.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Mike Mergenthaler	?	?	
1.4.1.1.7.2: Use creative venue ideas for recruitment of conventions.	Tactic	Mike Mergenthaler	?	?	
1.4.1.1.8: Miles City CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	John Laney	?	?	?
1.4.1.1.8.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	John Laney	?	?	
1.4.1.1.8.2: Use creative venue ideas for recruitment of conventions.	Tactic	John Laney	?	?	
1.4.1.1.9: Missoula CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Barbara Ann Neilan	?	?	?
1.4.1.1.9.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Barbara Ann Neilan	?	?	
1.4.1.1.9.2: Use creative venue ideas for recruitment of conventions.	Tactic	Barbara Ann Neilan	?	?	
1.4.1.1.10: West Yellowstone CVB use local historial/cultural/tribal attractions as venues for conferences events, and educational seminars.	0	Marysue Costello	?	?	?
1.4.1.1.10.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Marysue Costello			~
1.4.1.1.10.2: Use creative venue ideas for recruitment of conventions.	Tactic	Marysue Costello			✓
1.4.1.1.11: Whitefish CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Jan Metzmaker	0	1	L
1.4.1.1.1.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Jan Metzmaker	0	?	
1.4.1.1.12: Use creative venue ideas for recruitment of conventions.	Tactic	Jan Metzmaker			/
1.4.1.1.13: Havre CVB use local historial/cultural/tribal attractions as venues for conferences, events, an educational seminars.	0	Debbie A Vandeberg	?	?	?
1.4.1.1.3.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Debbie A Vandeberg	?	?	
	Tactic	Debbie A Vandeberg	?	?	
1.4.1.1.13.2: Use creative venue ideas for recruitment of conventions.	\circ	Corrie Hahn	O	1	L
1.4.1.3: Enhance the online statewide calendar of arts/culture/historical/tribal events.	_		?	?	?
	ŏ	Marne Hayes			
1.4.1.3: Enhance the online statewide calendar of arts/culture/historical/tribal events. 1.5.1.1.7: Big Sky CVB create vacation packages and develop theme itineraries designed for off-peak	O	Marne Hayes Marne Hayes	?	?	
1.4.1.3: Enhance the online statewide calendar of arts/culture/historical/tribal events. 1.5.1.1.7: Big Sky CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts. 1.5.1.1.7.1: Package lodging with attractions, activities, events, meals, and transportation, focusing or	Tactic Tactic	,			?

learning vacations, tribal activities). 1.5.1.2.7.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc. 1.5.1.2.7.2: Package and promote to targeted resident and nonresident markets. 1.5.1.2.7.3: Include a fam tour of winter activities at region meetings and VIC workshops. 1.5.1.2.8: Billings CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities). 1.5.1.2.8.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc. 1.5.1.2.8.2: Package and promote to targeted resident and nonresident markets. 1.5.1.2.9: Bozeman CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities). 1.5.1.2.9: Bozeman CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities). 1.5.1.2.9: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc. 1.5.1.2.9: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
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	1.5.1.2.9.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions,	Tactic	Jim Robbins	0	?	
		Tactic	Jim Robbins	C	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.5.1.2.9.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Jim Robbins		?	
1.5.1.2.10: Butte CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Cindy Perdue Dolan	?	?	?
1.5.1.2.10.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Cindy Perdue Dolan	?	?	
1.5.1.2.10.2: Package and promote to targeted resident and nonresident markets.	Tactic	Cindy Perdue Dolan	?	?	
1.5.1.2.10.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Cindy Perdue Dolan	?	?	
1.5.1.2.11: Flathead CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Diane Medler			✓
1.5.1.2.11.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Diane Medler			✓
1.5.1.2.11.2: Package and promote to targeted resident and nonresident markets.	Tactic	Diane Medler			~
1.5.1.2.11.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Diane Medler	0	?	
1.5.1.2.12: Great Falls CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	MIriam Martinson	?	?	?
1.5.1.2.12.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	MIriam Martinson	?	?	
1.5.1.2.12.2: Package and promote to targeted resident and nonresident markets.		MIriam Martinson	?	?	
1.5.1.2.12.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	MIriam Martinson	?	?	
1.5.1.2.13: Helena CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Mike Mergenthaler	?	?	?
1.5.1.2.13.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Mike Mergenthaler	?	?	
1.5.1.2.13.2: Package and promote to targeted resident and nonresident markets.	Tactic	Mike Mergenthaler	?	?	
1.5.1.2.13.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Mike Mergenthaler	?	?	<u> </u>
1.5.1.2.14: Miles City CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	John Laney	?	?	?
1.5.1.2.14.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	John Laney	?	?	
1.5.1.2.14.2: Package and promote to targeted resident and nonresident markets.	Tactic	John Laney	?	?	
1.5.1.2.14.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	John Laney	?	?	
1.5.1.2.15: Missoula CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Barbara Ann Neilan	?	?	?
1.5.1.2.15.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Barbara Ann Neilan	?	?	
1.5.1.2.15.2: Package and promote to targeted resident and nonresident markets.	Tactic	Barbara Ann Neilan	?	?	
1.5.1.2.15.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Barbara Ann Neilan	?	?	
1.5.1.2.16: West Yellowstone CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Marysue Costello	?	?	?
1.5.1.2.16.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Marysue Costello			~
1.5.1.2.16.2: Package and promote to targeted resident and nonresident markets.	Tactic	Marysue Costello			✓
1.5.1.2.16.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Marysue Costello			/
1.5.1.2.17: Whitefish CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Jan Metzmaker	0	t	Ĺ
1.5.1.2.17.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Jan Metzmaker	0	?	
1.5.1.2.17.2: Package and promote to targeted resident and nonresident markets.	Tactic	Jan Metzmaker			/
1.5.1.2.17.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Jan Metzmaker			1
1.5.1.2.19: Havre CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Debbie A Vandeberg			•
1.5.1.2.19.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Debbie A Vandeberg	?	?	
1.5.1.2.19.2: Package and promote to targeted resident and nonresident markets.	Tactic	Debbie A Vandeberg	?	?	†
1.5.1.2.19.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Debbie A Vandeberg	?	?	
1.5.1.3.8: Big Sky CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Marne Hayes	?	?	?
1.5.1.3.8.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Marne Hayes	?	?	
1.5.1.3.8.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Marne Hayes	?	?	
1.5.1.3.8.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Marne Hayes	?	?	₩
1.5.1.3.9: Billings CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Joan Kronebusch			\circ

Objective, Strategy, or Tactic	Creation Status	Owner	Revie	ew S	tatus
1.5.1.3.9.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Joan Kronebusch	0	?	
1.5.1.3.9.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Joan Kronebusch		_	×
1.5.1.3.9.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Joan Kronebusch	∞	?	
1.5.1.3.10: Bozeman CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.		Jim Robbins	?	?	?
1.5.1.3.10.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Jim Robbins	0	?	
1.5.1.3.10.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Jim Robbins	•	?	
1.5.1.3.10.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Jim Robbins	O	?	
1.5.1.3.11: Butte CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Cindy Perdue Dolan	?	?	?
1.5.1.3.11.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Cindy Perdue Dolan	?	?	
1.5.1.3.11.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Cindy Perdue Dolan	?	?	
1.5.1.3.11.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Cindy Perdue Dolan	?	?	
1.5.1.3.12: Flathead CVB encourage use of Montana products by restaurants, markets, retail shops, and	0	Diane Medler	?	?	?
suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.12.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides	Tactic	Diane Medler			./
and web sites, and at VICs. 1.5.1.3.12.2: Encourage producers to become active in local/regional tourism organizations, and	Tactic	Diane Medler			×
network with tourism businesses to buy and/or promote their products. 1.5.1.3.12.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tastia	Diane Medler		?	′.
1.5.1.3.13: Great Falls CVB encourage use of Montana products by restaurants, markets, retail shops,	Tactic	MIriam Martinson	?	?	?
and suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.13.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides	Tactic	MIriam Martinson	?	?	
and web sites, and at VICs. 1.5.1.3.13.2: Encourage producers to become active in local/regional tourism organizations, and	Tactic	MIriam Martinson	?	?	
network with tourism businesses to buy and/or promote their products. 1.5.1.3.13.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	MIriam Martinson	?	?	-
1.5.1.3.14: Helena CVB encourage use of Montana products by restaurants, markets, retail shops, and	74010	Mike Mergenthaler	?	?	?
suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.14.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides	Tactic	Mike Mergenthaler	?	?	
and web sites, and at VICs. 1.5.1.3.14.2: Encourage producers to become active in local/regional tourism organizations, and	Tactic	Mike Mergenthaler	?	?	
network with tourism businesses to buy and/or promote their products.		NATI - NA			
1.5.1.3.14.3: Ask restaurants to use local products for tourism meetings, workshops, etc. 1.5.1.3.15: Miles City CVB encourage use of Montana products by restaurants, markets, retail shops,	Tactic	Mike Mergenthaler John Laney	?	?	?
and suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.15.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	John Laney	?	?	
1.5.1.3.15.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	John Laney	?	?	
1.5.1.3.15.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	John Laney	?	?	
1.5.1.3.16: Missoula CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Barbara Ann Neilan	?	?	?
1.5.1.3.16.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Barbara Ann Neilan	?	?	
1.5.1.3.16.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Barbara Ann Neilan	?	?	
1.5.1.3.16.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Barbara Ann Neilan	?	?	
1.5.1.3.17: West Yellowstone CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Marysue Costello	?	?	?
1.5.1.3.17.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Marysue Costello			✓
1.5.1.3.17.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Marysue Costello			✓
1.5.1.3.17.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Marysue Costello			✓
1.5.1.3.18: Whitefish CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Jan Metzmaker	0	Ť	L
1.5.1.3.18.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Jan Metzmaker	0	?	
1.5.1.3.18.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Jan Metzmaker	0	?	
1.5.1.3.18.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Jan Metzmaker	O	?	
1.5.1.3.20: Havre CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Debbie A Vandeberg			•
1.5.1.3.20.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides	Tactic	Debbie A Vandeberg	?	?	
and web sites, and at VICs.					

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatu
1.5.1.3.20.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Debbie A Vandeberg	?	?	
1.6.1.1.2: Big Sky CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Marne Hayes	?	?	
1.6.1.1.2.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Marne Hayes	?	?	
1.6.1.1.3: Billings CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Joan Kronebusch			*
1.6.1.1.3.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Joan Kronebusch			,
1.6.1.1.4: Bozeman CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	•	Jim Robbins	?	?	
1.6.1.1.4.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Jim Robbins		?	Ī
1.6.1.1.5: Butte CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Cindy Perdue Dolan	?	?	
1.6.1.1.5.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Cindy Perdue Dolan	?	?	Ī
1.6.1.1.6: Flathead CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Diane Medler			-
1.6.1.1.6.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Diane Medler		?	
1.6.1.1.7: Great Falls CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	MIriam Martinson	?	?	
1.6.1.1.7.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	MIriam Martinson	?	?	Ī
1.6.1.1.8: Helena CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Mike Mergenthaler	?	?	
1.6.1.1.8.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Mike Mergenthaler	?	?	Ť
1.6.1.1.9: Miles City CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	John Laney	?	?	
1.6.1.1.9.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	John Laney	?	?	t
1.6.1.1.10: Missoula CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Barbara Ann Neilan	?	?	
1.6.1.1.10.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Barbara Ann Neilan	?	?	T
1.6.1.1.11: West Yellowstone CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Marysue Costello	?	?	
1.6.1.1.11: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Marysue Costello			:
1.6.1.1.12: Whitefish CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Jan Metzmaker	•	→	ı
1.6.1.1.12.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Jan Metzmaker			,
1.6.1.1.13: Havre CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Debbie A Vandeberg			,
1.6.1.1.13.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Debbie A Vandeberg	?	?	Ī
1.7.1.1: Big Sky CVB increase air service capacity to and from Montana cities. 1.7.1.1.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with	0	Marne Hayes Marne Hayes	?	?	Į
airlines about frequency, flight schedules, and year-round service. 1.7.1.1.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic	Marne Hayes	?	?	L
secure additional airline service. 1.7.1.1.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create	Tactic	Marne Hayes	?	?	Ļ
new public use recreational airstrips. 1.7.1.2: Billings CVB increase air service capacity to and from Montana cities.	Tactic	Joan Kronebusch	?	?	-
1.7.1.2.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with	Tactic	Joan Kronebusch	0	?	t
airlines about frequency, flight schedules, and year-round service. 1.7.1.2.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Joan Kronebusch	Ö	?	t
1.7.1.2.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create	Tactic	Joan Kronebusch			;
new public use recreational airstrips. 1.7.1.3: Bozeman CVB increase air service capacity to and from Montana cities.		Jim Robbins	?	?	ť

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Statu
1.7.1.3.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Jim Robbins	0	?	
1.7.1.3.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Jim Robbins	0	?	1
1.7.1.3.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Jim Robbins			>
1.7.1.4: Butte CVB increase air service capacity to and from Montana cities.	0	Cindy Perdue Dolan	?	?	?
1.7.1.4.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Cindy Perdue Dolan	?	?	Ī
1.7.1.4.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Cindy Perdue Dolan	0	?	
1.7.1.4.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Cindy Perdue Dolan	?	?	
1.7.1.5: Flathead CVB increase air service capacity to and from Montana cities.	0	Diane Medler	?	?	
1.7.1.5.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Diane Medler		<u></u>	•
1.7.1.5.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Diane Medler			•
1.7.1.5.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Diane Medler			>
1.7.1.6: Great Falls CVB increase air service capacity to and from Montana cities.	0	MIriam Martinson	?	?	ľ
1.7.1.6.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	MIriam Martinson	?	?	
1.7.1.6.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	MIriam Martinson	?	?	
1.7.1.6.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	MIriam Martinson	?	?	Ī
1.7.1.7: Helena CVB increase air service capacity to and from Montana cities.	0	Mike Mergenthaler	?	?	
1.7.1.7.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Mike Mergenthaler	?	?	
1.7.1.7.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Mike Mergenthaler	?	?	
1.7.1.7.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Mike Mergenthaler	?	?	
1.7.1.8: Miles City CVB increase air service capacity to and from Montana cities.	0	John Laney	?	?	
1.7.1.8.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	John Laney	?	?	
1.7.1.8.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	John Laney	?	?	
1.7.1.8.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	John Laney	?	?	Ī
1.7.1.9: Missoula CVB increase air service capacity to and from Montana cities.	0	Barbara Ann Neilan	?	?	İ
1.7.1.9.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Barbara Ann Neilan	?	?	
1.7.1.9.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Barbara Ann Neilan	?	?	Ī
1.7.1.9.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Barbara Ann Neilan	?	?	Ī
1.7.1.10: West Yellowstone CVB increase air service capacity to and from Montana cities.	0	Marysue Costello	?	?	t
1.7.1.10.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Marysue Costello			,
1.7.1.10.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Marysue Costello			
1.7.1.10.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Marysue Costello			Ī.
1.7.1.11: Whitefish CVB increase air service capacity to and from Montana cities.	0	Jan Metzmaker	0	→	١
1.7.1.11.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Jan Metzmaker			
1.7.1.11.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Jan Metzmaker	0	?	
1.7.1.11.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Jan Metzmaker			3
	Ø	Debbie A Vandeberg	?	?	Ť
1.7.1.13: Havre CVB increase air service capacity to and from Montana cities.		Debbie A Vandeberg	?	?	Ī
1.7.1.13. Havie CVB increase all service capacity to and norm Montana cities. 1.7.1.13.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Dobbie / Validoberg			
1.7.1.13.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service. 1.7.1.13.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic Tactic	Debbie A Vandeberg	?	?	
1.7.1.13.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service. 1.7.1.13.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service. 1.7.1.13.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and			?	?	_
1.7.1.13.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service. 1.7.1.13.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic Tactic	Debbie A Vandeberg			

Objective, Strategy, or Tactic	Creation Status	Owner	Revie	ew S	tatus
1.9.2.8.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.		Marne Hayes	?	?	
1.9.2.9: Billings CVB foster opportunities to pool public and private marketing dollars.	0	Joan Kronebusch	?	?	?
1.9.2.9.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Joan Kronebusch	0	?	
1.9.2.9.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Joan Kronebusch	\otimes	?	
1.9.2.10: Bozeman CVB foster opportunities to pool public and private marketing dollars.	0	Jim Robbins	?	?	?
1.9.2.10.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Jim Robbins	0	?	
1.9.2.10.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Jim Robbins	0	?	
1.9.2.11: Butte CVB foster opportunities to pool public and private marketing dollars.	0	Cindy Perdue Dolan	?	?	?
1.9.2.11.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Cindy Perdue Dolan	?	?	
1.9.2.11.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Cindy Perdue Dolan	?	?	
1.9.2.12: Flathead CVB foster opportunities to pool public and private marketing dollars.	0	Diane Medler			✓
1.9.2.12.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Diane Medler			~
1.9.2.12.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Diane Medler			✓
1.9.2.13: Great Falls CVB foster opportunities to pool public and private marketing dollars.	0	MIriam Martinson	?	?	?
1.9.2.13.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	MIriam Martinson	?	?	
1.9.2.13.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	MIriam Martinson	?	?	
1.9.2.14: Helena CVB foster opportunities to pool public and private marketing dollars.	0	Mike Mergenthaler	?	?	?
1.9.2.14.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Mike Mergenthaler	?	?	
1.9.2.14.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Mike Mergenthaler	?	?	
1.9.2.15: Miles City CVB foster opportunities to pool public and private marketing dollars.	0	John Laney	?	?	?
1.9.2.15.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	John Laney	?	?	
1.9.2.15.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	John Laney	?	?	
1.9.2.16: Missoula CVB foster opportunities to pool public and private marketing dollars.	0	Barbara Ann Neilan	?	?	?
1.9.2.16.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Barbara Ann Neilan	?	?	
1.9.2.16.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Barbara Ann Neilan	?	?	
1.9.2.17: West Yellowstone CVB foster opportunities to pool public and private marketing dollars.	0	Marysue Costello	?	?	?
1.9.2.17.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Marysue Costello			✓
1.9.2.17.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Marysue Costello			~
1.9.2.18: Whitefish CVB foster opportunities to pool public and private marketing dollars.	0	Jan Metzmaker	*	Ť	L
1.9.2.18.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Jan Metzmaker	O	?	
1.9.2.18.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Jan Metzmaker	0	?	
1.9.2.19: Havre CVB foster opportunities to pool public and private marketing dollars.	Ø	Debbie A Vandeberg	?	?	?
1.9.2.19.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Debbie A Vandeberg		?	
1.9.2.19.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Debbie A Vandeberg	ſ	?	
1.9.3.7: Big Sky CVB enhance funding for CVB marketing efforts.	0	Marne Hayes	?	?	?
1.9.3.7.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Marne Hayes	?	?	
1.9.3.7.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Marne Hayes	?	?	
1.9.3.7.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Marne Hayes	?	?	
1.9.3.8: Billings CVB enhance funding for CVB marketing efforts.	0	Joan Kronebusch	?	?	?
1.9.3.8.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Joan Kronebusch	0	?	
1.9.3.8.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Joan Kronebusch		?	
1.9.3.8.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Joan Kronebusch	0	?	
1.9.3.9: Bozeman CVB enhance funding for CVB marketing efforts.	\Box	Jim Robbins	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Review Statu		
1.9.3.9.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Jim Robbins	\otimes	?	
1.9.3.9.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Jim Robbins	•	?	1
1.9.3.9.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Jim Robbins	\otimes	?	\vdash
1.9.3.10: Butte CVB enhance funding for CVB marketing efforts.	0	Cindy Perdue Dolan	?	?	?
1.9.3.10.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Cindy Perdue Dolan	?	?	T
1.9.3.10.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Cindy Perdue Dolan	?	?	T
1.9.3.10.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Cindy Perdue Dolan	8	?	T
1.9.3.11: Flathead CVB enhance funding for CVB marketing efforts.	0	Diane Medler			~
1.9.3.11.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Diane Medler			
1.9.3.11.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Diane Medler			*
1.9.3.11.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	^D Tactic	Diane Medler			
1.9.3.12: Great Falls CVB enhance funding for CVB marketing efforts.	0	MIriam Martinson	?	?	1
1.9.3.12.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Tactic	MIriam Martinson	?	?	T
organizations to address regional and local issues related to tourism and recreation. 1.9.3.12.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative		MIriam Martinson	?	?	╁
projects. 1.9.3.12.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to		MIriam Martinson	_	?	╁
enhance operations and marketing budgets. 1.9.3.13: Helena CVB enhance funding for CVB marketing efforts.	naciic	Mike Mergenthaler	?	?	+
1.9.3.13.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Tactic	Mike Mergenthaler	?	?	t
organizations to address regional and local issues related to tourism and recreation. 1.9.3.13.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative		Mike Mergenthaler	?	?	t
projects. 1.9.3.13.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to		Mike Mergenthaler			\vdash
enhance operations and marketing budgets. 1.9.3.14: Miles City CVB enhance funding for CVB marketing efforts.	Tactic	John Laney	?	?	
1.9.3.14.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Tactic	John Laney	?	?	H
organizations to address regional and local issues related to tourism and recreation. 1.9.3.14.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative		John Laney			┡
projects. 1.9.3.14.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to	ractic	John Laney	?	?	1
enhance operations and marketing budgets.	Tactic	•	?	?	
1.9.3.15: Missoula CVB enhance funding for CVB marketing efforts. 1.9.3.15.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit.	0	Barbara Ann Neilan Barbara Ann Neilan	?	?	-
organizations to address regional and local issues related to tourism and recreation.	Tactic		?	?	1
1.9.3.15.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Barbara Ann Neilan	?	?	
1.9.3.15.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Barbara Ann Neilan	?	?	
1.9.3.16: West Yellowstone CVB enhance funding for CVB marketing efforts.	0	Marysue Costello	?	?	Ľ
1.9.3.16.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Marysue Costello			•
1.9.3.16.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Marysue Costello			•
1.9.3.16.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Marysue Costello			•
1.9.3.17: Whitefish CVB enhance funding for CVB marketing efforts.	0	Jan Metzmaker	?	?	
1.9.3.17.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Jan Metzmaker	0	?	
1.9.3.17.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Jan Metzmaker			٧
1.9.3.17.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Jan Metzmaker			>
1.9.3.18: Havre CVB enhance funding for CVB marketing efforts.	0	Debbie A Vandeberg	?	?	
1.9.3.18.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Debbie A Vandeberg	?	?	Ī
1.9.3.18.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative	Tactic	Debbie A Vandeberg	?	?	T
projects.		Dobbio A Vandobora	?	?	t
projects. 1.9.3.18.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Debbie A Vandeberg	'	•	
1 /	Tactic	Marne Hayes	?	?	ļ

Objective, Strategy, or Tactic		Owner	Review Status		
1.10.2.8: Billings CVB create public/private/tribal partnerships for cooperative project implementation.	0	Joan Kronebusch			~
1.10.2.8.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Joan Kronebusch		?	
1.10.2.9: Bozeman CVB create public/private/tribal partnerships for cooperative project implementation.	0	Jim Robbins	?	?	?
1.10.2.9.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Jim Robbins	\otimes	?	
1.10.2.10: Butte CVB create public/private/tribal partnerships for cooperative project implementation.	0	Cindy Perdue Dolan	?	?	?
1.10.2.10.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Cindy Perdue Dolan	?	?	
1.10.2.11: Flathead CVB create public/private/tribal partnerships for cooperative project implementation.	0	Diane Medler			~
1.10.2.11.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Diane Medler			~
1.10.2.12: Great Falls CVB create public/private/tribal partnerships for cooperative project implementation.	0	MIriam Martinson	?	?	?
1.10.2.12.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	MIriam Martinson	?	?	
1.10.2.13: Helena CVB create public/private/tribal partnerships for cooperative project implementation.	0	Mike Mergenthaler	?	?	?
1.10.2.13.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Mike Mergenthaler	?	?	
1.10.2.14: Miles City CVB create public/private/tribal partnerships for cooperative project implementation.	0	John Laney	?	?	?
1.10.2.14.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	John Laney	?	?	
1.10.2.15: Missoula CVB create public/private/tribal partnerships for cooperative project implementation.	0	Barbara Ann Neilan	?	?	?
1.10.2.15.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Barbara Ann Neilan	?	?	
1.10.2.16: West Yellowstone CVB create public/private/tribal partnerships for cooperative project implementation.	0	Marysue Costello	?	?	?
1.10.2.16.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Marysue Costello			✓
1.10.2.17: Whitefish CVB create public/private/tribal partnerships for cooperative project implementation.	0	Jan Metzmaker	0	Ť	L
1.10.2.17.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Jan Metzmaker	0	?	
1.10.2.21: Havre CVB create public/private/tribal partnerships for cooperative project implementation.	0	Debbie A Vandeberg	?	?	?
1.10.2.21.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Debbie A Vandeberg	?	?	

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